

initiative

UP's Local products prepare for International spotlight

UP State Bureau

LUCKNOW

The Uttar Pradesh government is accelerating efforts to promote the state's diverse handicrafts, arts, and traditional products on national and international platforms. After strengthening district-specific crafts through the One District One Product (ODOP) initiative, the administration is now moving toward a broader identity-building exercise through the Prime Minister's Ekta Mall project.

The initiative seeks to revitalise traditional rural



industries while supporting artisans across the state. With this expansion, products from all 75 districts will gain structured visibility, strengthening the rural economy and improving market linkages.

The PM Ekta Mall network is expected to serve as a central platform for showcasing, branding, and selling regional crafts across states.

Three major Ekta Malls are currently under rapid devel-

Handicraft hubs in Lucknow, Agra, and Varanasi set to expand rural livelihoods and market access

opment. In Agra's Shilpgram, construction is progressing across 11.53 acres with an estimated cost of ₹128.85 crore. The facility will promote products from Braj, Agra, Firozabad, and surrounding districts, offering artisans improved national reach.

In Varanasi's Ganganagar Colony, an Ekta Mall spread

over 1.46 acres is being built for ₹154.71 crore. The centre will highlight Kashi's signature crafts such as Banarasi sarees, zari-zardozi work, wooden toys, and rudraksha-based items, enhancing the global presence of Varanasi's traditional industries.

Lucknow's Awadh Shilpgram will host an Ekta Mall on 4.86 acres at a cost of ₹64 crore, with completion expected by December 2026. Products such as chikankari and zari work from the Awadh region are set to receive wider exposure through this facility.